



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331233

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/Iss/NC Citizens 4 Progress (16868)
Agency Shorr & Associates (2909)
Product Political - Issue (1068)
Brand NC CITIZENS PROGRESS (136194)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , NC CITIZENS FOR PROGRESS

Date Entered 09/12/12
Last Modified 09/12/12
Entered By Jill Hipskind
CD-OP No
Headline # 06313244
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,215.00
Net Total \$57,885.00
Sales Tax

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Oct. 2012	30	\$51,800.00	
Nov. 2012	8	\$16,300.00	
Grand Total:	38	\$68,100.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	5:30A- 6A (EST)			1	1	1	1			4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
2.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)									1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
3.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	7A- 8A (EST)			1	1	1	1			4	\$2,400.00	\$9,600.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
4.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7A- 8A (EST)									1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
5.0	Normal Line / Spot	10/23/12-10/23/12	2	:30	8A- 9A (EST)			1						1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
6.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)									1	\$2,400.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
7.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$900.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
8.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)									1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- 5P (EST)			2	2	2	2			8	\$1,000.00	\$8,000.00	Charlotte (WSOC)	2X MAX/DAY	9/12/12
10.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4P- 5P (EST)									2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	2X MAX/DAY	9/12/12
11.0	Normal Line / Spot	10/23/12-10/26/12	2	:30	5:30P- 6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
12.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5:30P- 6P (EST)									1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
13.0	Normal Line / Spot	10/24/12-10/25/12	2	:30	6P- 6:30P (EST)			1	1					2	\$3,200.00	\$6,400.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
14.0	Normal Line / Spot	10/24/12-10/24/12	2	:30	11P- 11:35P (EST)			1						1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Printed At: 04:28 PM on Thursday, September 13 2012

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	11P-11:35P (EST)	1								1	\$5,000.00	\$5,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7A-8A (EST)							1		1	\$900.00	\$900.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
17.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8A-9A (EST)							1		1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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SEP12/12 15.05
*** WSOC-TV ***

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME MICHAEL D'ETTORRE

SALES PRSN PH- NICK WELTE

PHILADELPHIA, PA 19103

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	NC CITIZENS	PROGRESS	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP12/12	15.05
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REP: TO JILL

TO JILL
FR JARED
NEW NC CITIZENS FOR PROGRESS ORDER
TOTAL \$68100
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NC CITIZENS FOR PROGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530A-600A	30		\$1,000.00	10/23	10/26	4		TU-F	4
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
2			530A-600A	30		\$1,000.00	10/29	10/29	1		MON	1
PROGRAM : NEWS												
3			700A-800A	30		\$2,400.00	10/23	10/26	4		TU-F	4
PROGRAM : GMA												
CON COM1 : 1X MAX/DAY												
4			700A-800A	30		\$2,400.00	10/29	10/29	1		MON	1
PROGRAM : GMA												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			800A-900A PROGRAM : GMA	30		\$2,400.00	10/23	10/23	1		TUE	1
6			800A-900A PROGRAM : GMA	30		\$2,400.00	10/29	10/29	1		MON	1
7			1200N-100P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$900.00	10/23	10/26	4		TU-F	4
8			1200N-100P PROGRAM : NEWS	30		\$900.00	10/29	10/29	1		MON	1
9			400P-500P PROGRAM : DR OZ CON COM1: 2X MAX/DAY	30		\$1,000.00	10/23	10/26	8		TU-F	8
10			400P-500P PROGRAM : DR OZ	30		\$1,000.00	10/29	10/29	2		MON	2
11			530P-600P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$2,600.00	10/23	10/26	4		TU-F	4
12			530P-600P PROGRAM : NEWS	30		\$2,600.00	10/29	10/29	1		MON	1
13			600P-630P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$3,200.00	10/24	10/25	2		W-TH	2
14			1100P-1135P PROGRAM : NEWS	30		\$5,000.00	10/24	10/24	1		WED	1
15			1100P-1135P PROGRAM : NEWS	30		\$5,000.00	10/29	10/29	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
16			700A-800A	30		\$900.00	10/27	10/27	1		SAT	1
PROGRAM : NEWS												
17			800A-900A	30		\$1,500.00	10/27	10/27	1		SAT	1
PROGRAM : GMA SAT												
OCT/12			51800.00	NOV/12		16300.00						
CONTRACT TOTAL												68100.00
TOTAL SPOTS												38

MARKET TOTALS \$179,210

WSOC 38% WBTW 31% WCNC 26% WCCB 2% WJZY 1% WMYT 0% WAXN 2%

CABL 0%

SVC- NSI

DEMOS- RA35+*